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MORE ABOUT Good Roses

Vol. 3, No. 1

STAR ROSE GROWERS

March, 1927

THE ROSE VOTE OF THE AMERICAN ROSE SOCIETY

In October 1926 the officers of the American Rose Society requested all the members of the Organization, numbering nearly 5000, to vote for what, in their opinion, were the best twelve everblooming Roses among the Teas and Hybrid Teas. As the answers came from all over the U. S. A., the vote is unusually valuable, for it shows that the selected twelve, which we name below, are Roses of exceptional merit, when they can be planted in any section of this great country, north, south, east or west and still be the favorites.

The winning twelve, in the order named, were: — Radiance, Ophelia, Red Radiance, Duchess of Wellington, Los Angeles, Mme. Butterfly, Columbia, Gruss an Teplitz, Souv. de Claudius Pernet, Mme. Ed. Herriot, Kaiserin Auguste Viktoria and Mrs. Aaron Ward.

* * *

Compare the above twelve Roses with our 1927 Star Dozen, which had to be planned for and planted three seasons ago, and you will see that 10 of the favorite dozen Roses in this country, on account of their freedom and quality of bloom, are included in our Star Dozen for this year.

* * *

We had thoroughly tested the new Rose, Souv. de Georges Pernet and knew it was going to be one of the leaders and should be in the Star Dozen, together with Etoile de France (Star of France).

We can only get twelve into a dozen and, therefore, had to omit two to make room for the two better ones mentioned, so that our 1927 Star Dozen is better even than the dozen of the A. R. S.

* * *

You will note that Radiance again heads the list. It stands, and has stood, the No. 1 Rose in the judgment of the American public for the last 6 or 8 years.

* * *

We have great pleasure in being able in this issue to present to you Mr. John Cook, the originator of Radiance. It is

interesting to know who produced the Rose that has held first place in America's Rose gardens for so long. Mr. Cook is now 93 years old, a splendid example of what working with Roses will do for people who want to live long and know some of the sweetest joys of life while they are here.

* * *

The fact that Radiance was produced in America for American gardens, shows that in the peaceful pursuit of growing Roses, we are not wholly dependent on foreign introductions. Los Angeles and Columbia were also produced in America and they hold 4th and 6th place in the Star dozen.

* * *

It is our hope some day to have an All American Star Dozen. Roses produced in America that do not have to be acclimated. Strong growing constant blooming, disease resistant, fragrant hardy Roses in all colors. A good start has been made and American hybridizers are "on the job." Enough said.

* * *

A MAGNIFICENT SIGHT

"The Star Roses I purchased from you in 1925 for the Grove Garden were the most magnificent sight you would wish to see."

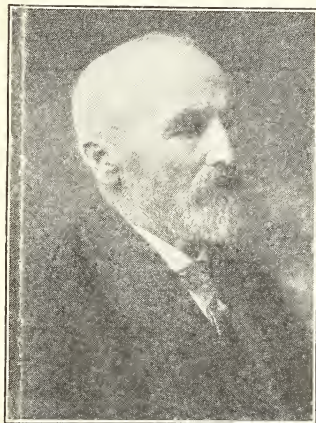
W. H. P., Wellston, Missouri

* * *

GET A ROSE NEIGHBOR

You will get 100% more enjoyment from your Roses if you have another Rose enthusiast to compare notes with and with whom you can intelligently discuss your Prize winning blooms. When you have grown an extra sized, perfectly formed, gorgeously colored and deliciously scented Rose and you have *no one* to share your pleasure in it, why, your thrill may dwindle toward a chill unless you can share it with someone. By getting your neighbor to order Roses, you can add greatly to your own enjoyment and if he orders with you, the larger order may entitle you both to quantity rates and save you money. It will pay you to build your order to at least 25 Roses and get the hundred rate. You will find it surprisingly easy to get someone to order with you.

You get \$1.00 Star Roses for only 80c. each when you order 25 or more at one time.



Mr. John Cook
Originator of Radiance Rose

"But sooner or later, the man who wins, is the man who *thinks* he can"

MORE ABOUT
★ Good Roses
PUBLISHED BY
THE CONARD-PYLE CO.
Star Rose Growers
Robert Pyle, Pres. West Grove, Pa.

MARCH, 1927

At the Philadelphia Flower Show
March 22nd to 26th
We Hope to See
Many of Our Rose Friends

Look for our exhibit on the main aisle, where you will see an example of the gorgeous blooms our field-grown Star Roses will be producing in the gardens of tens of thousands of homes throughout U. S. A. this coming summer.

This great show will be held in the same spacious halls as last year, conducted by the Pennsylvania Horticultural Society and The Florists Club of Philadelphia.

Remember the date and place—Philadelphia Flower Show, Exhibition Hall, Commercial Museum, 34th Street, below Spruce, March 22nd to 26th, 1927.

We will send a ticket, on request, to any 1927 purchaser.

* * *

Other Important Flower Shows

CHICAGO—March 7 to 12.

DETROIT—8th National Flower Show, March 12 to 20.

NEW YORK—International Flower Show, March 21 to 26.

CLEVELAND—March 26 to April 2.

BOSTON—March 30 to April 3.

**A GREAT GARDEN OF ROSES
IN A CITY BACK YARD**

(See Illustrations Below)

How many Roses do you think you could plant in your back yard if you really wanted to? Mr. Arthur E. Warner, President of the Maryland Rose Society *wanted* to plant Roses in every available inch he had and in his city back yard he found room for over 500; and such Roses!!!

When we visited this garden last August, Mr. Warner had already cut over 15,000 lovely long stemmed blooms, and in his great hearted way had been giving them daily to the hospitals and to shut-ins who could not come to see his flowers outdoors. He grows Roses for the joy and recreation of growing them and they are not for sale. Radiance, Red Radiance, Mme. Butterfly and Souv. de Claudius Pernet are his favorites for quantity of bloom but he does not neglect to try out lots of others and is successful with them all.

The pictures below do not show many full blooms on the plants, for the morning cut had been made before the photographer arrived, but buds by the hundreds can be counted on for opening the next day and every day until hard frost.

Just look around your own yard and if you have a real love for Roses, you will find a way to get them, also the time to devote to them and every waking moment will be an enjoyable one.

If you are a beginner, do not look for 100% success the first time you try to grow Roses, however, if you grow STAR ROSES, as friend Warner does, you can make a mighty nice score with your first lot. A little bit of experience, some helpful Star Rose hints and the determination to have good Roses can make you successful, too. It is certainly worth a try. Our Star Dozen for \$10.50 makes a grand introduction to Rose growing. See colored Star Dozen list enclosed.



This view looking towards the house

— It takes two pictures to show the Rose

This is demonstrated by Mr. Arthur E. Warner. See pictures below

The cost is negligible when compared with the cost of other amusements. Just figure how far \$10.00 will take you in golf. The same amount in Roses should give you over 200 blooms the first season they are planted.

* * *

Star Roses are always Reliable

"Don't forget to send your catalog. Since I bought of you three years ago, have been shopping around and got trimmed good and plenty. Paid your prices but didn't get your quality."

E. I. B.,

Cleveland, Ohio.

* * *

In looking through our daily orders as they come in we find that professional men are among the most enthusiastic growers of Roses. They go into Rose growing with the same zest and energy that carried them successfully through their college days. They know that the mind needs refreshment as well as the body and naturally turn to Rose growing as one of the most inspiring and delightful of outdoor pastimes.

* * *

"Years of Success With Star Roses"

11-11-26

"After several years of success with your roses I am enclosing an order for \$35.00 for more of your Star Roses. Some are to be sent direct to a friend of mine in Joplin, Mo., who wants roses as good as mine."

Charlotte A. A.,

Order No. 26151. Cherryvale, Kansas.

* * *

It does not Pay to "Shop Around"

November 19, 1926.

"I have bought Roses from at least 12 or 15 different firms and your plants were by far the finest ones I ever set out."

Mrs. S. E. V.,

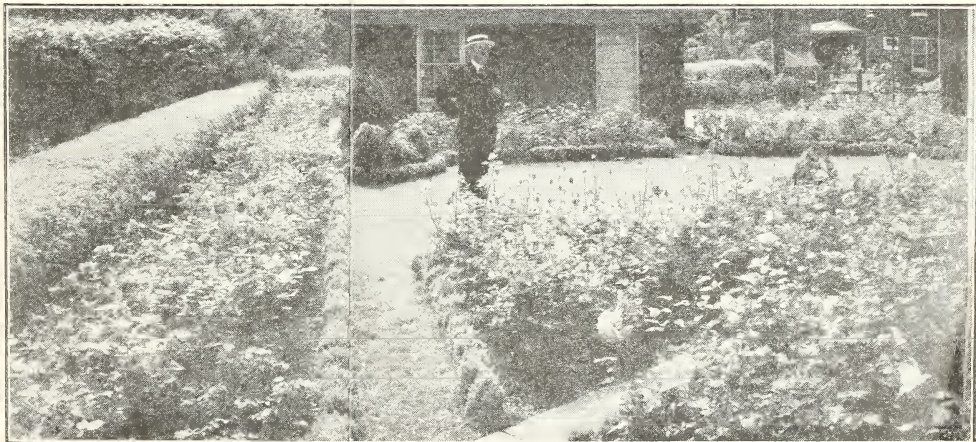
Order No. 22172 Linton, Ind.

WARNING !!!

February 8th, the sun is warm and the atmosphere balmy. Some birds are singing, and some Robins, assuming that the "early bird catches the worm," have made their appearance.

It looks as if the epidemic of Spring fever would be felt early this year, and we want to warn our rose growing friends to resist the temptation of removing the winter protection too soon; leave it on for a good while yet, no matter how advanced the season may be, or seems to be. When vegetation gets started too early the more ravaging are the late winter blasts, and these are bound to come! In late March (Philadelphia latitude) you may begin to remove the manure, straw or dead leaves that were piled on the rose beds after hilling up, but let the hilled earth stay on for a while yet. In many cases, plants that have wintered safely have been sacrificed on the altar of impatience. Whenever you remove any of the covering, do it on a calm, cloudy, misty or even rainy day. Remember the plants are soft after that long period in moist and even temperature, and need to reaccustom themselves to the ambient open atmosphere; a sudden exposure to bright sunlight or high wind might be fatal. Plants are living organisms, and this should be taken into consideration in the treatment given them.

Neither should you be in too great a hurry to prune. The early sunshine may bring forth signs of life and the top leaf buds may burst, but this is of no importance. Pruning has the effect of stimulating vegetation, and it is better to wait until the weather conditions are more settled. Start with the Hybrid Perpetuals and a week or two later, the Hybrid Teas—the later they are pruned, the less will your plants be exposed to late frosts.



grown in Mr. Warner's city yard --

This view looking towards the garage

AMERICA'S LEADING ROSE SOCIETIES SET A SAFE EXAMPLE

Two of the largest and most influential local Rose Societies in the East have, for the second year, decided to order their Roses from us. One of these Societies has over 700 members, the other has over 400. There is no snap judgment used when they pick the rose grower who is to be trusted with their orders. The first orders from these folks may have been secured through good salesmanship, but the second orders came because of the quality of the stock we supplied, together with our unusually efficient packing, which carried the plants to destination in perfect condition for planting, growing vigorously and producing good blooms.

* * *

When discriminating groups decide to order Star Roses, there must be one dominant reason for doing so. The foremost considerations for a rose lover are quality of stock, after that a durable tag so one can always know the name of a Rose, and prompt delivery at planting time.

Our "Service Department" attends to all these details and in exchange for "filthy lucre" sees that you get gorgeous Roses. Truly a one-sided bargain but we love Roses, and any real lover of Roses is willing to share his pleasure with the rest of the world.

* * *

REAL ROSE HELPS

If you have lost or mislaid the little 8 page booklet of instructions which came with your Star Rose order we will be glad to mail you a copy free if you write and ask for it.

* * *

A more pretentious book is our 36 page "Success With Roses" just fresh from the printer. Helpful directions in interesting story form illustrated with helpful sketches on planting, pruning, etc., of which J. Horace McFarland, Editor American Rose Annual says: "It is a good thing, and in many respects the clearest and best exposition of rose handling I have yet read, barring nothing."

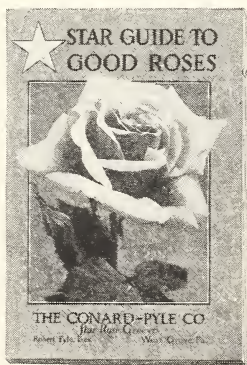
Price, 25c., postpaid (amount refunded on your first Star Rose order).

OUR 1927 CATALOG "STAR GUIDE TO GOOD ROSES"

100 Pages

If you did not
get a copy, please
send for it. A
postal will do.

IT IS FREE



ANNUAL ANNOUNCEMENT

"First Come—First Served"

The signs which greet visitors to our green-houses and nursery during the busiest days of the entire year read thus:—

"FROM MARCH 14 TO MAY 14

Please enter all orders at the office during the rush of our busy season. 'First Come, First Served,' is our rule. To deal justly by the many who ordered early, we feel obliged to fill orders in rotation."

This rule is a good one. Before it was adopted the few people who called at our packing department got their goods ahead of the many who could not come. Now, if you write you can be sure of your turn and no detention. Remember, we must fill 75% of our orders for the entire year in ten short weeks. We must have system. If you live near enough and prefer to call for your plants you can usually get them by furnishing us with your list two days in advance of your call. Our Service Department is always glad to assist.

* * *

A NOSE FOR ROSES

Just fancy the joy of an elephant, should he get a chance to stroll through a garden of fragrant Roses! Think of his opportunities with a nose like that! He, apparently, takes his joys soberly, but why should we follow the example of an elephant? Rather let us go joyously like the butterfly from flower to flower, inhaling the fruity fragrance of one, the rich, truly-rose fragrance of another and find that Roses have as much difference in fragrance as they have in colors. We will be glad to send you the following half dozen richly fragrant Roses for \$5.50, delivered.

1 Duch. of Wellington 1 Etoile de France

1 Radiance 1 Red Radiance

1 Killarney Queen 1 Mme. Eugene Marlett

Ask for Offer No. 3

6 Deliciously fragrant Roses, \$5.50

* * *

"HOW TO GROW ROSES," by Robert Pyle, Secretary, American Rose Society, cloth bound, 189 pages, 16 pages showing Roses in natural colors. Fully and instructively illustrated. A book which tells you how to plant your Roses properly, fertilize and care for them. The kinds to plant, wherever you live, North, South, East or West, so you can have daily thrills of pleasure from Roses grown by yourself.

If you are at all interested in Roses, "How to Grow Roses" in addition to being a valuable book is delightful to read. It has the largest sale of any publication on Roses in U. S. A.

Price, \$2.00 postpaid.

THE CONARD-PYLE CO.,
Star Rose Growers

Robert Pyle, Pres.

West Grove, Pa.